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# USD Monthly Tipsheet-March 1991

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## University of San Diego

Office of Public Relations

News Bureau

### USD MONTHLY TIPSHEET - MARCH 1991

- \*\* BUSINESSES GO BACK TO SCHOOL TO LEARN ABOUT GLOBAL TRADE
- \*\* FROM BUSH TO O'CONNOR: A NEW LOOK AT LEADERSHIP
- \*\* FORMER U.S. LABOR SEC'Y REVIEWS HUMAN RIGHTS IN THE WORKPLACE

#### BUSINESSES GO BACK TO SCHOOL TO LEARN ABOUT GLOBAL TRADE

The U.S.-Mexico-Canada trade pact ... the continued growth of the Pacific Rim ... the European Economic Community ...

Unprecedented opportunities for international trade await U.S. businesses -- IF they are poised to take advantage.

Local executives and entrepreneurs are now going back to school to study the art of the foreign deal. At USD, global trade studies run the gamut: from breakfast seminars on Japanese and Mexican markets, to the Certificate in International Business program, to the Master of International Business degree, the third-largest program of its kind in the nation.

"When you see the ripple effects of the Gulf War, you realize it's time to look beyond the confines of our own nation," says USD business professor Greg Gazda. "Judging by their growing interest in foreign studies, businesses are waking up to that."

#### FROM BUSH TO O'CONNOR: A NEW LOOK AT LEADERSHIP

President George Bush's tough leadership style is getting much of the credit for the victory over Iraq. How effective will such gung-ho leadership be when America battles debt and pollution?

Not very, according to a new book on leadership by USD professor Joseph Rost. Hailed by James MacGregor Burns as "an intellectual blockbuster," Rost's Leadership for the Twenty-First Century charts a coming revolution in modern stewardship.

Rost demonstrates that tried-and-true "industrial" leadership, masculine, aggressive and goal-oriented, is losing ground to "postindustrial" leadership based on collaboration, intuition and problem-solving.

Soviet President Mikhail Gorbachev "is postindustrial when it comes to global relations but industrial at home," says Rost. Asked who best personifies the new leadership style in San Diego, Rost picked Mayor Maureen O'Connor: "She has led the way into the postindustrial era -- but the Gang of Five hasn't followed."

#### FORMER LABOR U.S. SEC'Y REVIEWS HUMAN RIGHTS IN THE WORKPLACE

For most of the 1960s, Willard Wirtz was a chief architect of U.S. labor law. As U.S. Secretary of Labor under Presidents John Kennedy and Lyndon Johnson, Wirtz helped bring about passage of the Civil Rights Act of 1964, introduction of the Occupational

(more)

Safety and Health Act and the first Executive Order giving federal employees collective bargaining rights.

Wirtz has since returned to his first love, education, and is now Distinguished Visiting Professor at the USD School of Law. But he keeps a close eye on the American labor scene and will share his views on "Human Rights in the Workplace" when he delivers the seventh annual Nathaniel L. Nathanson Lecture on Thursday, March 19, at 4:30 p.m.

Wirtz will address issues that cut across both labor and civil rights concerns, such as the ability of labor unions to continue as champions of workers' rights and the failure of present laws to provide employment parity for minority groups.

The Nathanson Lecture Series, inaugurated in 1984 with an address by then-U.S. Supreme Court Justice John Paul Stevens, honors the memory of Nathaniel L. Nathanson, a Distinguished Professor of Law at USD, acclaimed for his work in the areas of civil liberties and human rights.

**For information on these or any other events at the University of San Diego, please contact Kate Callen, 260-4682.**